

ABSTRACT

The invention is directed to a method for attracting customers to an e-commerce supplier's on-line representation, wherein an on-line game is provided for the customers within the, or linked to, the on-line representation; a customer who plays the game gets a reward or a prospect of a reward; wherein the game has to be played repeatedly by the customer in order to get the reward or increase or maintain the prospect of the reward. The invention is also directed to a corresponding Web store, an assembly of Web pages and a computer server system.